

**Press Release: Monday 22 September 2025**

**For Immediate Release**

**With mounting global economic and social pressures, Sir Ronnie Cohen, leader of the *Impact Revolution* says solutions can be found in impact investment**

Today, Monday 22<sup>nd</sup> September 2025, Sir Ronnie Cohen, leader of the impact revolution, launched his new book *Impact* at a Global Education Forum event hosted by former British Prime Minister Gordon Brown, in New York during the 80th session of the United Nations General Assembly.

In his updated edition of *Impact*, first published in 2020, Sir Ronnie sets out that with governments around the world struggling with immense economic and social pressures, we can no longer afford for things to continue as they are. But the solution is within our grasp, he says.

Economic and social disparities are widening in developed countries, driving social tensions among those who feel left behind in an unfair system. Meanwhile developing nations are suffering as flows of international development finance are squeezed, exacerbating health and education inequalities, and increasing vulnerability to climate change.

In the face of severely constrained government budgets, Sir Ronnie says the answer to tackling mounting social and environment problems can be found in impact investment. Impact investment unites investors, charitable organisations, businesses, philanthropists and governments, to tackle global ills with the potential to improve the lives of millions.

Sir Ronnie proposes the use of outcomes-based public spending models – where governments mobilise private capital to deliver public services and in turn deliver a financial return to investors only when improved social outcomes are achieved, reducing the cost and risk to governments.

And now, through the creation of impact accounting, we can also measure the performance of companies in delivering positive social and environmental impacts as well as profits. Impact accounting will clearly illustrate how risk–return–impact decisions deliver better returns for investors.

**Sir Ronnie Cohen, President of GSG Impact, said:**

“The world is facing an economic and social crisis, making the case for the advancement of impact investment and outcomes-based public spending models compelling and urgent.

We know this approach works. When we created the world’s first Social Impact Bond in the UK in 2010 bringing private investors together with Government, we successfully reduced prisoner reoffending rates, and paid investors a return as a result of the social outcome delivered – reducing the risk and cost to the UK Treasury.

The solution is within our grasp. I am calling on G20 Governments to encourage, accelerate and embed the development of impact investment in all its forms, by establishing pay-for-outcomes models and mandating impact accounting by companies and investors.”

**Notes to Editors –**

**About Sir Ronnie**

Sir Ronnie, recognised as the founder of venture capitalism in Britain, is now a pioneering philanthropist and social innovator, who is driving forward the global Impact Revolution. He was the co-founder of Apax Partners Worldwide, a private equity and venture capital firm, and was invited to head up the UK Government’s Social Investment Task Force in 2000, and the equivalent G8 Social Investment Task Force from 2013-15. He now serves as co-founder and President of GSG Impact, Chair of the International Foundation for Valuing Impacts and Chair of the Portland Trust.

**IMPACT: Reshaping capitalism to drive real change - Second Edition**

*Published by Penguin Random House - Releasing mid-November. Available for pre-order now on Amazon.co.uk.*

Sir Ronnie's first edition of IMPACT, a Wall Street Journal Bestseller published in 2020, was a groundbreaking exploration of how impact investment is transforming capitalism to address the world's most pressing social and environmental challenges.

The second edition of IMPACT includes a new chapter and continues to explore how impact is transforming the capitalist paradigm to include impact in investment, business, government and philanthropic decision-making, and leading us to impact economies that generate solutions to our social and environmental challenges.